



Your Access to
Private Investment

Press Kit
2023

Linqto Overview

Linqto is a **technology-enabled investment platform** allowing accredited investors to identify, evaluate, invest in, and make liquid investments in the world's leading unicorns and private companies.

Making these investments used to be expensive, time-consuming, and difficult as an ordinary, individual investor. Linqto is changing this.

Linqto also provides liquidity for private securities. Founders, VCs, and employees can realize early returns and liquidity without waiting for an IPO or trade sale, and companies can stay private longer by providing liquidity to employees on an on-going basis.

- Headquarters: San Jose, CA
- Users: 160K+
- Countries Represented: 110+
- Capital Invested: \$220 Million
- Number of investments: 240+
- Companies Listed: 55
- Exits: 6 (Coinbase, Innovium, Marqeta, Nerdwallet, Robinhood, SoFi)



Executive Leadership

Linqto is led by a team of experienced and passionate executives who are committed to democratizing access to private equity investing and providing members with a simple, smart, and intuitive platform to make informed investment decisions.



Bill Sarris

Co-Founder & CEO

Intuit



Joe Endoso

Chief Operating Officer

Bosonic Digital



Elisa Zoli Lai

Chief Marketing Officer

Meta



David Paul

Chief Financial Officer

Now CFO



Patty Brewer

Chief Product Officer

Petzey Technology



Jared Reed

Chief Technology Officer

Digital Insight



Karim Nurani

Chief Strategy Officer

Keiretsu Forum



Leo LaForce

Chief Revenue Officer

Prometheus Alt Investments



Statements

Vision

We believe in a world where anyone who can, has easy access to private equity in exciting unicorns before they go public.

Mission

Create a global movement of private equity investors who use the Linqto platform to take full advantage of the newfound opportunity to build personal and generational wealth.

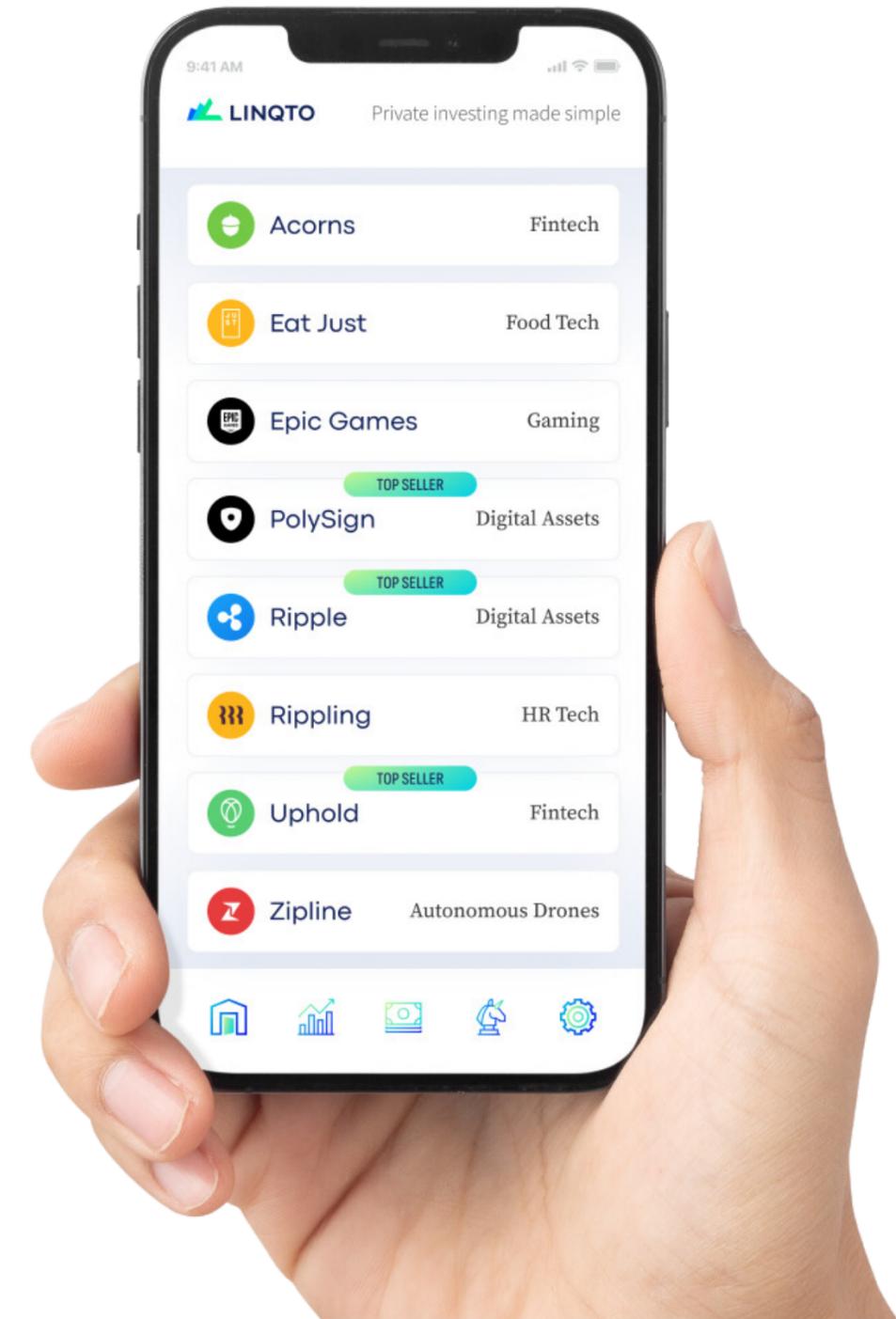
Values

At Linqto, we value accessibility, innovation, and security. We believe that private equity investing should be accessible to all who meet SEC requirements, which is why we offer a modest minimum investment of \$5,000 and no hidden fees or costs. We are committed to innovation and constantly improving our platform to meet the changing needs of our members. Finally, we place the highest priority on security, with a near-perfect rating for cyber resilience and security posture on SecurityScorecard.



The Linqto Difference

- Simple, smart platform that empowers self-directed investing.
- Access to many of the most sought-after unicorns.
- Modest minimum investment of \$5,000.
- No hidden fees or costs.
- Market and company-specific intelligence for members to make informed decisions.
- \$200+million in total member investments.
- Near-perfect rating for cyber resilience and security posture on SecurityScorecard.



Competitive Landscape

Company	Description	Model	Customers	Fees	Minimums	Users	Volume
 LINQTO	User friendly platform allowing customers to invest in private tech companies	Principal	Accredited Investors	No Fees	\$5,000	160,000+	\$220 + Million 55 Companies
 EQUITYZEN	Secondary marketplace providing access to brokered private transactions and PE funds	Broker	Accredited Investors	Sales/Mgmt. Fee, Carried Interest	\$10,000	300,000+	36,000 Investments 400+ Companies
 Forge	Trading platform providing access to pre-IPO companies; public via SPAC merger	Broker	Accredited Investors & Institutions	5% Broker Fee	\$100,000	440,000+ 125,000 AIs	\$12+ Billion 21,000 Trades
 cartaX	Private stock market for private asset secondary auctions and tender offers	Broker	Institutions	N/A	N/A	N/A	N/A
 NPM <small>Nasdaq Private Market</small>	Secondary market trading venue for issuers, brokers, shareholders and investors	Broker	Accredited Investors & Institutions	3% Broker Fee	\$100,000	160,000+	\$43 Billion 600+ Companies
 OurCrowd	Venture investing platform enabling investing in emerging companies & funds	Equity Crowdfunding	Accredited Investors	Admin/Mgmt. Fee Carried Interest	\$10,000	220,000	\$2.1 Billion 380 Companies
 AngelList Venture	Provides infrastructure and fundraising tools for startups and investors	Syndicates Rolling Funds	Accredited Investors	Admin/Mgmt. Fee Carried Interest	\$5,000/qtr.	2,255 GPs 45,400 LPs	\$14.7 Billion 17,000+ Startups
 Invest X	Offers broker dealers access to invest and trade in late-stage private companies	Broker	RIAs/Broker Dealers	Broker Fee	N/A	N/A	N/A
 UNICORN HUNTERS	Investment reality show connecting founders with investors (viewers) globally	Equity Crowdfunding	Accredited Investors	N/A	Company Specific	14.5 million	N/A

Private Investing Made Simple

You can trust Linqto because we have skin in the game. Every company that we purchase equity in is fully vetted. We even share detailed company insights so investors can make an educated purchase.

Verify

- Submit documentation to prove accreditation status
- Linqto accepts third party professional attestation letters as an alternative

Choose

- Browse offerings & review Linqto's proprietary investment memos
- Conduct secondary research through Linqto's partnership with CB Insights

Invest

- Select an investment & set the investment amount
- Title the investment in your personal name or retirements vehicle through one of Linqto's IRA partners

